



NUCLEAR VERDICTS
DEFENSE INSTITUTE



JULY 18-21
2024



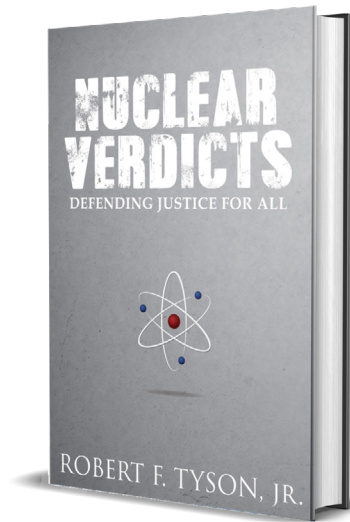
SAN DIEGO
CALIFORNIA



Training The Defense Bar
How To Stop Nuclear Verdicts®

Overview

This four-day educational experience is the only trial academy that trains defense attorneys how to stop Nuclear Verdicts®. The Institute's curriculum is based on the principles set out in the best-selling book, *Nuclear Verdicts®: Defending Justice for All* and includes presentations from top industry leaders, including defense trial lawyers and a psychologist. Attendees will engage in interactive workshops, engaging presentations, and small group activities to learn how to implement critical defense strategies.



Become an Accredited Nuclear Verdicts Defender!

After four days of intensive training, attendees will be certified Nuclear Verdicts Defenders, ready to defend the highest exposure trials and stop Nuclear Verdicts®.

Who Should Attend

This Institute is designed specifically for seasoned defense attorneys, who will learn the necessary trial skills for stopping Nuclear Verdicts® and defeating the best plaintiffs' lawyers in America. There will be no sponsors, no media, and definitely no plaintiffs' lawyers! This is a safe space to learn how to implement cutting-edge trial techniques without any outside distractions. It is time for us defense lawyers to get together and learn from each other to fight Nuclear Verdicts®! The Bring a Claims Professional Deal also offers an opportunity for insurance professionals to attend.

[Click here](#) for more information about the Carrier Track.



Syllabus:

Workshops & Keynote Sessions



Workshop: Let's Get Angry!

What does it feel like to be angry in a courtroom setting? How do you defuse that anger? Experience what it is like to be a victim of the Reptile Theory, and learn the strategies to Slay the Reptile, as discussed in *Nuclear Verdicts®: Defending Justice for All*. Defusing anger is different than defending lawsuits. Dr. Jennifer Staples, Licensed Clinical Psychologist and Associate Director of Clinical Training at Alliant International University, will begin the weekend by taking you on a journey into the realm of anger and walking you through how to defuse it.

Jennifer Staples, PhD

Licensed Clinical Psychologist and Associate Director of Clinical Training at Alliant International University

Keynote: Fountain Pen, Glitter Pen, or Quill: Lessons from Taylor Swift on Storytelling

Storytelling is not just the hallmark of Taylor Swift's award-winning writing style – it is also how trials are won! In this session, attendees will learn how to tell "The Story of Us" to combat plaintiff's narrative, build connection, defuse anger, and win!

Syllabus:

Trial Skills Sessions



Is It All My Fault?

Accepting responsibility is a vital step in defusing juror anger. During this session, you will gain valuable insights on how and why to accept responsibility. Discuss specific plaintiff strategies and themes, as well as how to combat them in the courtroom. You will learn how to tell your “responsibility story,” be the most reasonable person in the room, and achieve justice for all.



Behind Every Corporation is Just Another Person

This session addresses the importance of personalizing the corporate defendant, putting a face on each corporate client, and how to do it. Personalizing a company through a corporate representative and weaving in the corporation’s unique story throughout trial will defuse juror anger, make defense arguments more reasonable, and minimize the likelihood of a runaway jury verdict.



Give the Jury a Number

Giving a defense number in trial is imperative for stopping a nuclear verdict, and contrary to popular belief, does not preclude a favorable defense verdict. The jury actually appreciates a defense number! Through exploration of practical application and examination of case study examples, you will learn how to derive a defense number, when to introduce it, and how to reinforce it throughout trial.



You Want HOW Much?!

Arguing pain and suffering effectively is critical for defending against Nuclear Verdicts®. During this session, you will discuss how most defense attorneys typically argue pain and suffering (spoiler alert: they don’t!). Learn why, when, and how to change your strategy, elevate your skills, and stop ignoring plaintiffs’ open door to Nuclear Verdicts®. You will leave with specific methods for becoming the most reasonable person in the courtroom and closing the door on runaway jury verdicts.

How The Program Works:



Lectures

Hear from top industry leaders including, defense trial lawyers and a psychologist. Learn from the experienced professionals who have successfully applied the defense strategies for stopping Nuclear Verdicts®.

Group Discussions

After each session, you will have the opportunity to share your experiences with and learn from your peers. Discuss real world examples to implement the strategies you learn.

Roleplays

Effective learning involves doing. You will have the opportunity to practice the strategies you are learning in a safe environment, to perfect before implementing them in your next trial.

Group Presentations

Show what you know! After discussions and roleplays, you will demonstrate the strategies you just learned. You will have the opportunity to receive feedback from the faculty to help perfect your skills.



Tuition

The tuition for the Nuclear Verdicts Defense Institute is \$10,000 per person. Group rates and advertised early bird discounts may apply. Applicants referred to the Institute by an [insurance carrier](#) will receive a 20% discount off the full tuition. Referral discounts cannot be combined with other discounts or deals unless otherwise indicated.

What Else Is Included?

- All meals for the duration of the Institute
- Board a luxury catamaran for a sunset sail with Institute attendees while enjoying delicious food and beverages and a beautiful view of San Diego from the Bay.
- Nuclear Verdicts Defense Institute Alumni LinkedIn Group: An opportunity to remain connected with each other after the Institute, share ideas and experiences, and ask questions of an exclusive community of certified Nuclear Verdicts Defenders

See You There!